



Advertising Opportunities in the *Empire State EPIC*

Classified Advertising

Sixty words or less, \$75 per issue; \$1 for each additional word. Minimum line charge is \$75.

Empire State EPIC is the quarterly newsletter of the New York Chapter of the American College of Emergency Physicians. The newsletter reaches more than 2,000 emergency physicians in New York and 150 more emergency medicine leaders throughout the country. If you have a professional opportunity, product or service that you want to market to emergency physicians, the *Empire State EPIC* will get you noticed.

A unique targeted audience, a specialty publication sought after by members and a specific editorial format—the *EPIC* has it all, with one important feature - advertising rates in the *EPIC* are very affordable. A great value for your marketing dollar, the *EPIC* helps you reach your audience by providing a complete line of advertising services. Both display and classified ads are accepted.

Display Advertising

Size	Black & White	Spot Color: \$315
Full Page (7.25" x 10")	\$500	Process Color: \$1,070
Half Page (7.25" x 5")	\$300	
Quarter Page (3.5" x 5")	\$200	
One-Eight Page (3.5" x 2.50")	\$150	

NOTE: *EPIC* does not accept custom-sized ads.

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Publication Schedule

The *EPIC* is published quarterly with publication dates in February, May, August and November.

Advertising Deadlines

Insertion orders must be received by the 15th of the month preceding publication date. Advertisers who wish to run their ads in multiple issues of the *EPIC* may indicate that on the first insertion order.

Display Ad Design

The *EPIC* provides design services for display ads at a rate of \$50 per hour of work.

For questions or insertion orders, contact New York ACEP at 585.546.7241 or e-mail nysacep@aol.com

Advertising Guidelines

- 1 All ads must be in a camera-ready format. High-resolution PDF files are preferred; JPEG, TIFF, EPS, or PSD files are also accepted.
- 2 The appearance of advertising in the *Empire State EPIC* is neither a guarantee nor an endorsement of the product or the claims made.
- 3 Products or services eligible for inclusion should pertain to the practice of emergency medicine, continuing medical education, health care delivery, or be of interest to emergency physicians.

Advertisements may not contain discriminatory statements or conditions.

Products subject to approval by the FDA must be approved for marketing in the U.S. and advertising must meet FDA requirements.

Advertising must be clearly distinct from editorial copy. The word "advertisement" may be required.

Unfair statements regarding a competitor's products or services are not allowed.

Collateral advertising must not make reference to appearance in the *Empire State EPIC*.

Positioning of ads is at the publisher's discretion.

Documentation of research quoted in ad copy may be required for the *Empire State EPIC*.

Advertisers assume liability for all ad content and for any claims arising against the publisher. The publisher reserves the right to reject any ad copy.